

LUXURY COATS

Made slow. Worn deeply

Building the future of circular
luxury outerwear



P R O B L E M

Nordic Premium — No Aftercare

~80%

textiles wasted

~0

brands with full
lifecycle care

92 m.t

annual textile waste

Northern Europe estimates (Nordics & Baltics)

SOLUTION

Circular Luxury Full Lifecycle



Bespoke

Made to measure



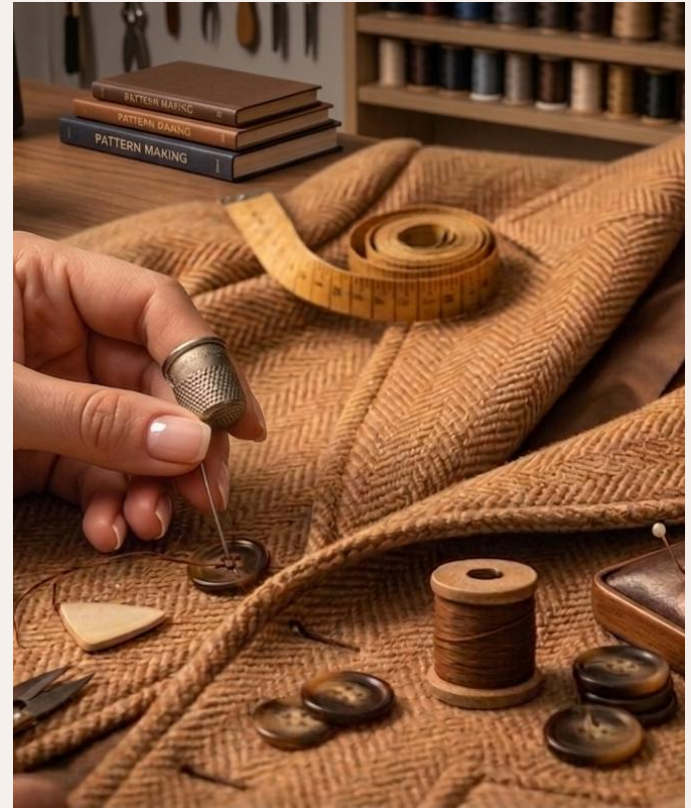
Take-Back

Return after 2 yrs



Free 2 Repairs

With every coat



P R O D U C T

Classic Business Coat

100% Merino & Cashmere Blends

Knit in Latvia | ~10 days production

Women's Line | Men's 2027

€750–€950 | up to €1500 Nordics



LIFECYCLE MODEL

From Purchase to Rebirth

01

CRAFTED

Knit from
premium
materials



02

FREE CARE

Care guide +
free first 2
repairs



03

RETURN

Trade in after
2 – years to
renew



04

MAINTAIN

Paid lifelong
coat care
service

Zero waste guarantee — we take it back and transform it.

BUSINESS MODEL

Five Revenue Streams



60%

Sales

Bespoke
DTC



15%

Care

Repairs &
lifecycle



10%

Redesign

Resize &
upcycle



10%

Courses

Knitting
craft



5%

Resale

Upcycled
coats

MARKET OPPORTUNITY

Nordic Circular Luxury Demand



Nordic Luxury
Outerwear



Nordic Women's
Knit Coats

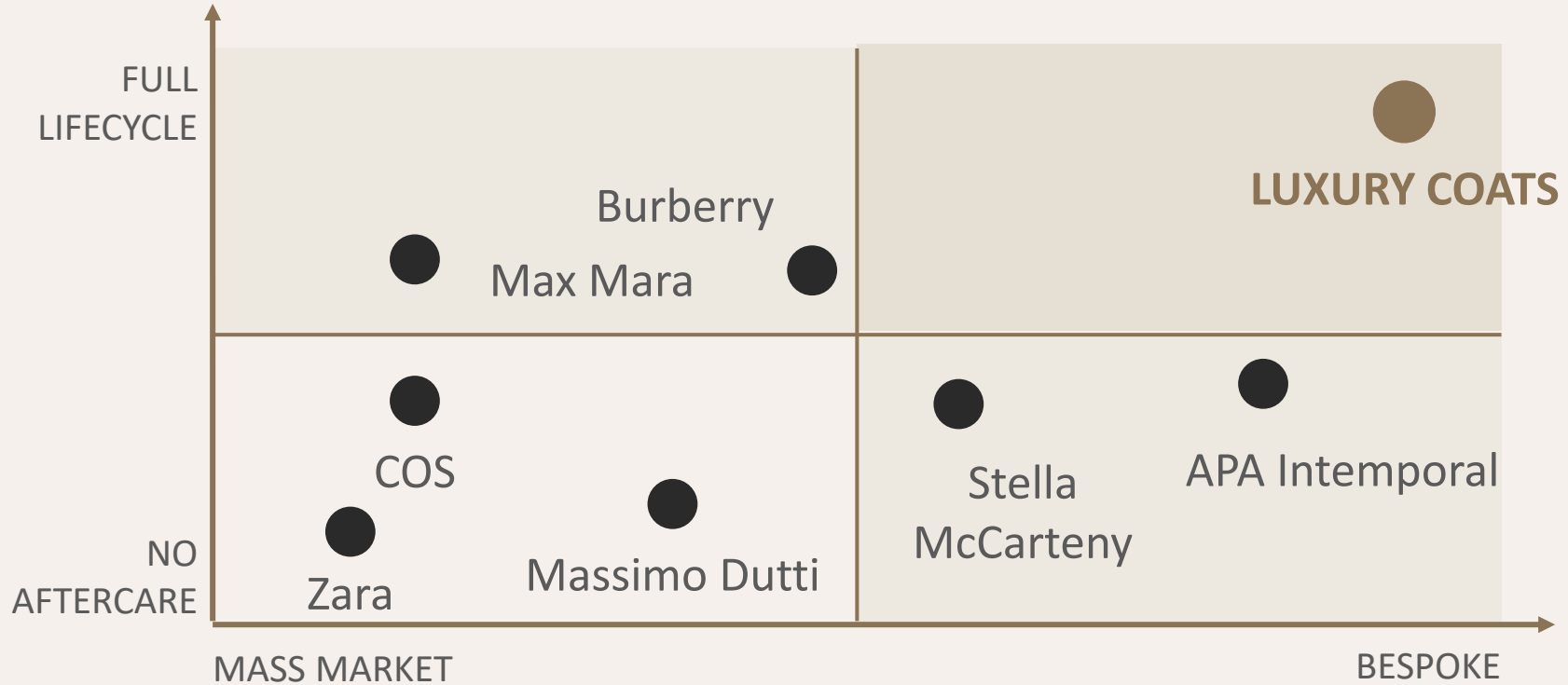


3–5 yr target

CAGR 7.2% | Northern Europe (Nordics & Baltics) | Market.us, Statista

COMPETITIVE LANDSCAPE

Where We Stand



TRACTION

5 Years of Craft. Ready to Scale.



T E A M

Built to Execute



Līga Vodopjanova- Upāne

CEO & Founder

MSc Environmental Management

Project management expertise

Creative Director



Uldis Upāns

IT & Operations

MSc Business Administration

20 years ERP & process optimization

Web development

ASK

€15 000 for 1st year

Year 1 Budget Allocation

60%

Equipment &
Materials
€9 000

30%

Marketing &
Branding
€4 500

10%

E-Commerce & Ops
€1 500



Luxury coats

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